



**INTERPRETING THE  
CULTURAL AND NATURAL  
RESOURCES OF THE MISSISSIPPI  
RIVER VALLEY  
October 7-9, 2003**

**The 6<sup>th</sup> Randall L. Gibson  
Tulane University–U.S. Army  
Corps of Engineers  
Conference on the Mississippi River  
New Orleans  
The Old U.S. Mint  
400 Esplanade Avenue**

For information contact  
Joan Exnicios(504-862-1760) or  
Edwin Lyon (504-862-2038)  
Conference web site  
[www.mvn.usace.army.mil](http://www.mvn.usace.army.mil)

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**US Army Corps  
of Engineers®**  
New Orleans District

**Tulane**

**7 OCTOBER 2003**

**8:30-9:00 Registration and Refreshments**

**9:00-10:30 SESSION 1. INTRODUCTION**

Chair: John P. Saia (U.S. Army Corps of Engineers, New Orleans District)

**Welcome**

- Col. Peter J. Rowan (U.S. Army Corps of Engineers, New Orleans District Engineer)
- Teresa Soufas (Tulane University)
- TBA (National Park Service)
- Steve Austin (U.S. Army Corps of Engineers, Headquarters) *National Corps of Engineers Interpretation Program*
- John Veverka (John Veverka and Associates). *Overview of Interpretation*

**10:30-10:45 Break**

**10:45-12:15 SESSION 2. STORY DEVELOPMENT**

Chair: Terrence Fitzmorris (University College, Tulane University)

- Sidney Coffee (Louisiana Governor's Office) *America's Wetland: Campaign to Save Coastal Louisiana*
- Joan Exnicios (U.S. Army Corps of Engineers) *Cultural Interpretation*
- Eddie Conrad (River Barge Excursion Lines, Inc.) *Rivers to Shores: Sharing America's Stories*
- Edwin Lyon (U.S. Army Corps of Engineers and Tulane University) *Preservation for Interpretation*



**12:15-1:45 Lunch (on your own)**

**1:45-3:15 SESSION 3. PLANNING**

Chair: Falcolm Hull (U.S. Army Corps of Engineers, New Orleans District)

- Mark Wingate (U.S. Army Corps of Engineers, New Orleans District) *Corps of Engineers Planning for Interpretation*
- Geraldine Smith (National Park Service) *Regional Planning*
- Clarice Sundeen (U.S. Army Corps of Engineers, Memphis District). *Lower Mississippi River Resource Assessment*
- R. Allen Eskew (Eskew+Dumez+Ripple) TBA

**3:15-3:30 Break**

**3:30-5:00 SESSION 4. MARKET STRATEGY**

Chair: Bruce Morgan (Louisiana Office of Tourism)

- Daniel Padgett (Tulane University) *Using Narrative to Create, Communicate, and Deliver Memorable Consumer Experiences*
- Todd Jones (Louisiana State University Sea Grant Program) *Checking the Pulse of Louisiana Attractions*
- Norman Marmillion (Laura Plantation) *Marketing Plantations for the Next Generation*
- Sharon Calcote (Louisiana Department of Tourism) *Communities and Heritage Tourism Product Development*

**5:00-5:30. Keynote Address**

**MIKE TIDWELL**

Mike Tidwell is the author most recently of *Bayou Farewell: The Rich Life and Tragic Death of Louisiana's Cajun Coast* (2003). He has written a number of other books: *Amazon Stranger: A Rainforest Chief Battles Big Oil* (1996), *In the Shadow of the White House: Drugs, Death and Redemption on the Streets of the Nation's Capital* (1992) and *The Ponds of Kalambayi: An African Sojourn* (1990). His work appears in the *Washington Post*, *National Geographic Traveler* and other publications.

**5:30-6:30 Wine and cheese Reception**

## 8 OCTOBER 2003

### 8:30-9:00 Registration and Refreshments

### 9:00-9:15 Introductory Remarks

### 9:15-10:45 SESSION 5. TOOLS AND METHODS I.

Chair: Laurel Wyckoff (Louisiana State Historic Preservation Officer)

- Jeanne Luckett (Communications Arts Company) *Exhibit Design Strategy: From Concept to CD*
- Kenneth Brown (University of Houston) *Artifacts, Contexts, Archaeology and the Interpretation of the African American Past*
- Tika Laudun. (Louisiana Public Broadcasting) *The Making of Louisiana: A History: A Documentary and Book*
- Curt Burnette (Audubon Louisiana Nature Center) *Informal Teaching: An Educational Diversion Project to Reduce Knowledge Subsidence and Build a Delta of Information*



### 10:45-11:00 BREAK

### 11:00-12:30 SESSION 6. TOOLS AND METHODS II.

Chair: TBA

- Bruce Barnes (National Park Service) *New Orleans Jazz National Historical Park*
- Ser Seshs Ab Heter-CM Boxley (National Park Service) *Interpreting the Mississippi River: A Major Underground Railroad Uhuru (Freedom) Route from Memphis to the Gulf of Mexico*
- Ray Berthelot (Louisiana Office of State Parks) and Bruce Morgan (Louisiana

Office of Tourism) *Interpreting the Mississippi River via Louisiana State Parks Sites*

- Clyde Robertson (Africana and Multicultural Studies Unit, New Orleans Public Schools) *Free Men of Color Project*. With NPS Rangers Danny Forbes and Ramon Johnson

### 12:30-2:00 Lunch (on your own)

### 2:00-3:30 SESSION 7. NEW MISSISSIPPI RIVER INTERPRETIVE PROJECTS

Chair: TBA

- John McLachlan (Center for Bioenvironmental Research at Tulane and Xavier Universities) *RiverSphere: A Model for Exploring River Culture, Science, and Technology*
- Keith Hardison (Louisiana State Museum) *A River Runs Through It: Interpreting the Mississippi River in the New Louisiana State Museum*
- Carol Ryan (U.S. Army Corps of Engineers, St. Louis District) *National Great Rivers Museum: A Vision for the Future*
- Elizabeth Ivy (U.S. Army Corps of Engineers, Vicksburg District) *Visitors Centers on the Red River*

### 3:30-3:45 Break

### 3:45-5:15 SESSION 8. EDUCATION FOR INTERPRETATION

Chair: Joan Exnicios (U.S. Army Corps of Engineers) and Edwin Lyon (U.S. Army Corps of Engineers and Tulane University)

- Dinah Maygarden (University of New Orleans). *Creating Change through Environmental Experiences*
- Shana Walton (Tulane University) *The Deep South Regional Humanities Center: Bridging the Academy and the Community*

### CONFERENCE CONCLUSION

## 9 OCTOBER 2003

### Morning

10:00-11:00. Walking tour of the French Quarter guided by the Jean Lafitte National Park And Preserve, National Park Service. The tour lasts about 1 hour with about 1 mile of walking. Meet at the French Quarter Visitor Center at 419 Decatur Street. Limited space available. First come, first served. Reservation required. No cost for the tour.

### Sponsors

- Tulane University
- U.S. Army Corps of Engineers
- National Park Service
- Center for Bioenvironmental Research at Tulane and Xavier Universities
- University College, Tulane University

### Organizers:

- Edwin Lyon (U.S. Army Corps of Engineers and Tulane University)
- Joan Exnicios (U.S. Army Corps of Engineers)
- Colin MacLachlan (Tulane University)

